

HoduSoft Contact
Center Software

Wins the 2023 GetApp

Category Leaders award



The Innovation Station

Reshaping Customer Experiences with
AI Chatbot



Deep Dive

Everything you need to know about building
rapport over the phone



Monthly highlights/ Notable highlights

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NEWS LETTER

ISSUE:9

Reinventing Customer Experiences with Multi-level IVR

“The first impression is the last impression,” especially concerning customer experience. Factors such as communication channels, customer preferences, and agent availability contribute to the complexity of these interactions. Businesses need a robust feature to streamline and automate these customer interactions at various levels.

Multi-level IVR systems provide a comprehensive framework for managing customer interactions and optimizing the overall customer experience. With its intelligent design and customization capabilities, it undoubtedly stands as the preferred approach for crafting a personalized and seamless experience for callers. But in what ways does multi-level IVR contribute to cultivating this culture of impeccable CX?

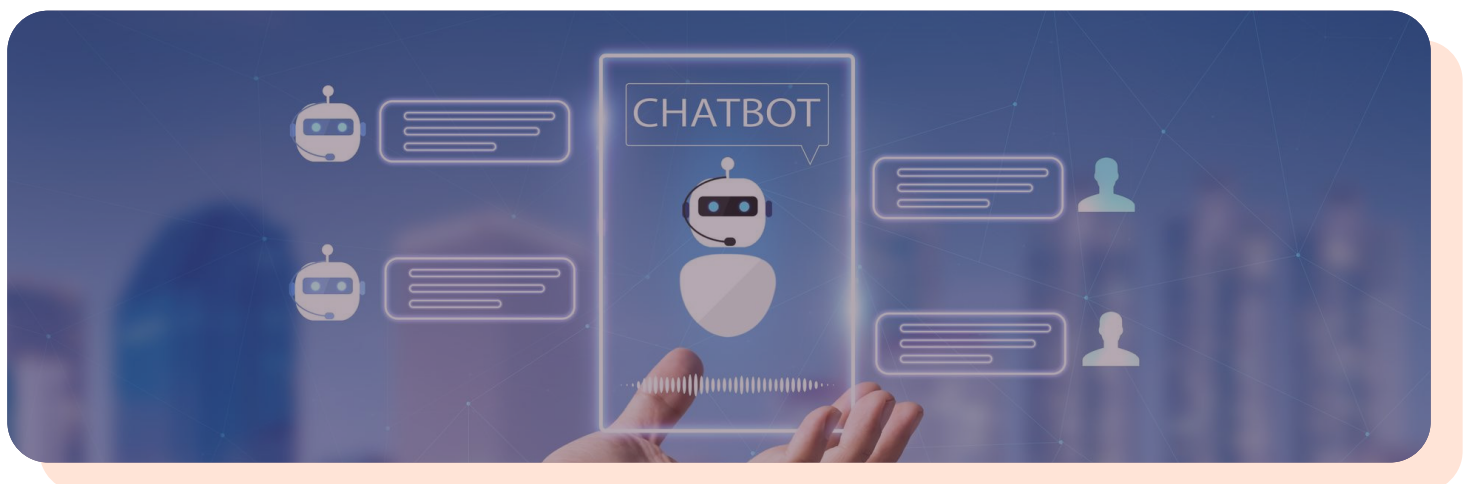
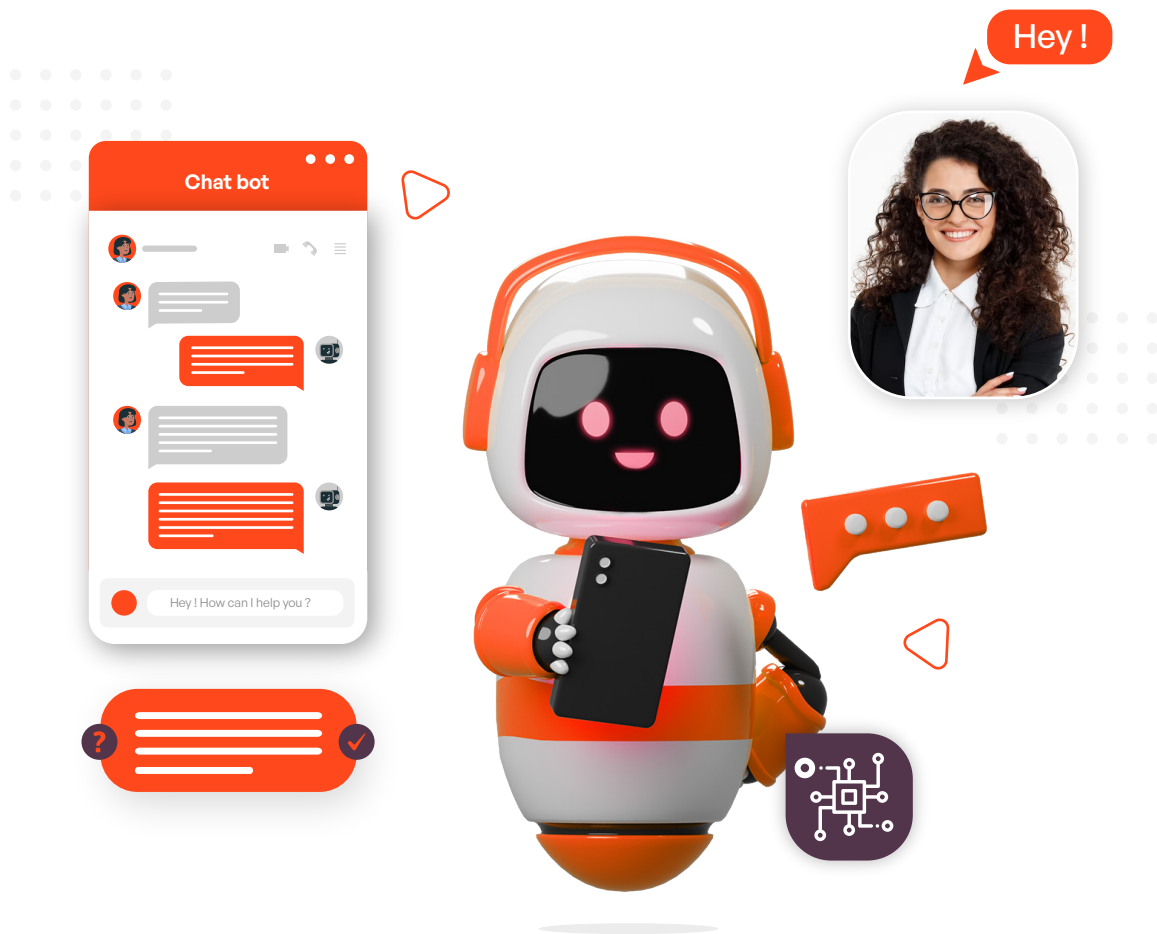
Strategies on how multi-level IVR builds unforgettable CX

- **Customized call routing:** It is most useful when your call center agents have to manage a high volume of calls; multi-level IVR routes these incoming calls based on customer-specific information, for instance, language preferences, previous interactions, or account history. It works as a brilliant switchboard operator and directs customers to the most appropriate agents or self-service options, which delivers an efficient experience.
- **Personalized greetings and prompts:** Contact centers can craft tailored greetings and prompts based on customer data using multi-level IVR. Instead of hearing some robotic voice, your customers will be addressed by their names or can even be reminded about their last conversation. It makes the whole experience feel more personalized and engaging for them.
- **Self-service options:** Multi-level IVR offers customized self-service options that cater to your customer's unique needs. It smartly segments the menu choices and guides them with personalized prompts. This whole self-service experience feels relevant and tailor-made for your customers.
- **Data integration:** Contact centers can access real-time customer information during interactions by integrating multi-level IVR with customer relationship management (CRM) systems or other data sources. Agents can now provide personalized assistance, access relevant customer data, and offer the most relevant recommendations or solutions.

Reshaping Customer Experiences with AI Chatbot

23% of customer service businesses have integrated AI chatbots into their operational strategies. Thanks to this innovative technology, businesses no longer need to worry about disrupted communication operations, like the surge in customer inquiries or escalating operational expenses.

Curious to know more? Check out this [article](#).



A complete guide to setting up a call center

Understand the steps and best practices to build a call center that delivers exceptional customer experiences. From creating business plans to training your agents, **learn** about each detail that can help your business stand out.



Everything you need to know about building rapport over the phone

Establishing a good connection can make interactions smoother, improve customer satisfaction, and boost sales and resolution rates. **Find out** how active listening and empathetic communication can foster mutual understanding, trust, and agreement between the customer and the business.

HoduSoft Contact Center Software wins the 2023 GetApp Category Leaders award

HoduSoft's HoduCC omnichannel contact center software has been honored with Gartner's esteemed '**2023 GetApp Category Leaders award**'. This accolade highlights our software's innovative capabilities and impact on contact center operations. HoduCC has introduced new ways of managing and interacting with customers helping businesses to deliver exceptional customer experiences.



HoduSoft shines bright at CCW 2023

We're thrilled to announce that our latest participation in the Customer Contact Week in Las Vegas was remarkably successful! Team HoduSoft received incredible support from the attendees. This event was an excellent platform for showcasing our cutting-edge software solutions and connecting with global industry experts.

CCW CUSTOMER CONTACT WEEK **2023**



19th - 22nd June, 2023



Caesars Forum, Las Vegas

Booth no: 220

HoduSoft rocks the stage at Digital Space India 2023

Digital Space India 2023 exceeding our expectations. We networked with industry pioneers and did brainstorming conversations about the future of unified communications. HoduSoft's customer-centric solutions left a profound impact on business leaders, igniting their inspiration for innovative possibilities.

DIGITAL SPACE INDIA

23rd - 25th June, 2023 | Booth no: 13

CHENNAI TRADE CENTRE, NANDAMBAKKAM, CHENNAI - 600089.

Thanks for tuning into our June UC bytes, powered by HoduSoft. We hope you found our newsletter both informative and insightful. As we continue to expand, we're thrilled to be at the forefront of revolutionizing business communications.




About HoduSoft

HoduSoft is a Unified Communications software company incorporated in 2015 with its headquarters in India. HoduSoft has expertise in building quality software products to facilitate enterprises achieve success with their communications tools. Today, HoduSoft is one of the leading Unified Communication software providers offering world-class communication products for businesses of all sizes.


Team HoduSoft

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